

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	4943694
<b>Application Number:</b>	10649585
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	4994
<b>Title of Invention:</b>	Content-targeted advertising using collected user behavior data
<b>First Named Inventor/Applicant Name:</b>	Yingwei Claire Cui
<b>Customer Number:</b>	26192
<b>Filer:</b>	John A. Dragseth/Trisha Anderson
<b>Filer Authorized By:</b>	John A. Dragseth
<b>Attorney Docket Number:</b>	16113-760001 / GP-064-05-
<b>Receipt Date:</b>	11-MAR-2009
<b>Filing Date:</b>	27-AUG-2003
<b>Time Stamp:</b>	11:52:40
<b>Application Type:</b>	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment	no
------------------------	----

### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/Message Digest	Multi Part/.zip	Pages (if appl.)
1	Information Disclosure Statement Letter	161130760001IDSLetter.pdf	70848 72bf2590c843db3ac4e140dd30e41e1f7be069af	no	3

### Warnings:

### Information:

2	Information Disclosure Statement Letter	161130760001IDS1449.pdf	95775 ba95467d3f2e3294acc271890875541b27d 5cdcf	no	2
---	---	-------------------------	---	----	---

**Warnings:**

**Information:**

3	Foreign Reference	B1Naqvi.pdf	3694831 b1b1903b14fcce0a416eea9319b8f3b30af e41a	no	96
---	-------------------	-------------	--	----	----

**Warnings:**

**Information:**

4	NPL Documents	C1AdForceManual.pdf	11410028 52eea9c9af60fa2a67c3c9c0bb7ef2c5e5f3b 3a5	no	285
---	---------------	---------------------	--	----	-----

**Warnings:**

**Information:**

5	NPL Documents	C2AdForceSEC.pdf	706250 388c763a86b2cf68cc6441d30028b5c6ea3 4c433	no	9
---	---------------	------------------	--	----	---

**Warnings:**

**Information:**

6	NPL Documents	C3AdKnowledgeCampaign.pdf	1019253 5373455a477736b127ab30f482e32c16473 8bacf	no	23
---	---------------	---------------------------	---	----	----

**Warnings:**

**Information:**

7	NPL Documents	C4MarketMatchPlanner.pdf	692303 21c903903450b3e3237a313dd63c6f078a8 e34f2	no	26
---	---------------	--------------------------	--	----	----

**Warnings:**

**Information:**

8	NPL Documents	C5AdStar.pdf	601551 513fc33e219c027661c41d737ca378765603 d7da	no	43
---	---------------	--------------	--	----	----

**Warnings:**

**Information:**

9	NPL Documents	C6AdManagerPro.pdf	12934007 2a827eff78fb4bd4a2cd86ec84a6a6683e46 2da0	no	226
---	---------------	--------------------	--	----	-----

**Warnings:**

**Information:**

10	NPL Documents	C7ClassManager.pdf	3690870 491f640070f45424e9c1e5a7cabac3621eb3 bd7c	no	157
----	---------------	--------------------	---	----	-----

**Warnings:**

**Information:**

11	NPL Documents	C8BusinessWire.pdf	191029 2fd1878e4fc38d9f8b18c5bfc2952033b521 8a3e	no	2
----	---------------	--------------------	--	----	---

**Warnings:**

**Information:**

12	NPL Documents	C9AaddzzBrochure.pdf	1196867 754315c9c13d5a1c4ae7b81495253084fce 6ca59	no	6
----	---------------	----------------------	---	----	---

**Warnings:**

**Information:**

13	NPL Documents	C10AaddzzWebsite.pdf	2863603 bcb809c191ea870bdc6288215596fe53e17 82cc6	no	42
----	---------------	----------------------	---	----	----

**Warnings:**

**Information:**

14	NPL Documents	C11ZeffPart1of3.pdf	17286148 a4c2e3709e5aa566e804f96a76b76289489 5f45f	no	130
----	---------------	---------------------	--	----	-----

**Warnings:**

**Information:**

15	NPL Documents	C11ZeffPart2of3.pdf	17695092 1d96e36b3492a99dcc4deca77b9608859de 1b955	no	130
----	---------------	---------------------	--	----	-----

**Warnings:**

**Information:**

16	NPL Documents	C11ZeffPart3of3.pdf	19233213 7980abe70cf92249bd6c123a4e6bc7090d3 6ffa0	no	180
----	---------------	---------------------	--	----	-----

**Warnings:**

**Information:**

17	NPL Documents	C12DedrickInteractiveElectroni cAdv.pdf	915463 07e8dbfd295a4a8ab883568bb2a334e4f70 07a2b	no	12
----	---------------	--	--	----	----

**Warnings:**

**Information:**

18	NPL Documents	C13DedrickConsumptionModel .pdf	7279867 eb6ab88db67df40590da6a04f29b649cf76 9a2ac	no	9
----	---------------	------------------------------------	---	----	---

**Warnings:**

**Information:**

19	NPL Documents	C14ReexamRequest025patent. pdf	2695018 0cebb1bd9aa35e117bf3d1aabab808e14fb f7bdd	no	85
----	---------------	-----------------------------------	---	----	----

**Warnings:**

**Information:**

20	NPL Documents	C15ReexamRequest045patent.pdf	3180750 23553532f3b77dfd29f5b900e84c42218e79 d875	no	54
----	---------------	-------------------------------	---	----	----

**Warnings:**

**Information:**

21	NPL Documents	C16ReexamRequest059patent.pdf	2322461 7bc9336f8406982c36f62e07d4612832f673 13df	no	81
----	---------------	-------------------------------	---	----	----

**Warnings:**

**Information:**

22	NPL Documents	C17ReexamRequest587patent.pdf	5959768 0017e3450adf21a6a6e41bf424a2b41aa027 a9de	no	85
----	---------------	-------------------------------	---	----	----

**Warnings:**

**Information:**

<b>Total Files Size (in bytes):</b>	115734995
-------------------------------------	-----------

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

**New Applications Under 35 U.S.C. 111**

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.